



## Workshop Overview

New media and technologies now form an essential part of the B2B marketing mix and there are a growing number of techniques that businesses are starting to exploit and master including inbound and content marketing. On this course you'll learn how to use social media to engage with business customers in this social sphere to generate new leads, build relationships and nurture prospects through to conversion.



## Benefits

Understand the latest in social media developments and how to select tools relevant to your organisation rather than following the crowd. Learn how to evaluate and prioritise the options on which to develop your social media plan, the media tools to use and how to use them.

## Outcomes & Content

- ✓ Understanding social media today
- ✓ Social media planning
- ✓ Utilising the right tools for online engagement
- ✓ Evaluate and prioritise your social media
- ✓ Audience analysis and journey mapping
- ✓ Content strategies
- ✓ Key messaging tactics
- ✓ The use of video and images
- ✓ Build and develop your online plan
- ✓ Analytics and social media data



## Who should attend ?

This course is for marketers, digital marketing practitioners, sales professionals and new business development executives who work in B2B marketing or sales and want to learn how to fully maximise the potential of social media.

